

**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

Subsidy Contract No. BMP1/1.3/2616/2017

**Best-Practice Database**

Sustainable Development Solutions for Hospitality SME

Company name: Stobi Winery



Source: <http://stobiwinery.mk>

**Country/region of operation:** Gradsko, FYRO Macedonia

**Sustainability dimension:** social/economic/environmental

**Description of the enterprise/imitative:** Stobi Winery is in central part of Macedonia, in the most famous wine region-Tikvesh. To ensure top quality, production is based exclusively on grapes grown on our own vineyards. So, we pay special attention to our vineyards. Each year we invest in the raising of new vineyards. However, the knowledge would mean nothing without the appropriate technology. The newest and most modern, fully automated technology allows us to maintain and preserve not only the quality of our grapes, but of our wines as well.

**Social/ community impact sought:** environmental, agriculture, protection of biodiversity, employment of the local population

**Stakeholders:** local community, local business sector, suppliers

**Approach applied:** high quality product and high service quality

**Innovation applied:** most modern methods in agriculture, knowledge and expertise, newest technology, wine tours, corporate services, extraordinary events

**Social impact and business results achieved:** environmental, economic and social dimensions,

**Financial situation / sustainability of the business model:** The wine-tourism model promoted by the winery/restaurant can bring many economic and non-economic benefits for farmers, visitors and communities. On the one hand, the visitors can enjoy recreation and leisure, while, on the other hand, the entrepreneurs could increase their income and quality of life, maximize the productivity of farm resources through their recreational use and diversify their business by providing touristic services.

**Key success factors:** wine quality, quality service, knowledge, appropriate technology, promotion and marketing

**Challenges and problems:** isolation from important tourist attractions, responding to market opportunities, seasonality, need for significant investment beyond the business' capacity, matching the quality of products and services to tourists demands and expectations

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://stobiwinery.mk>

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